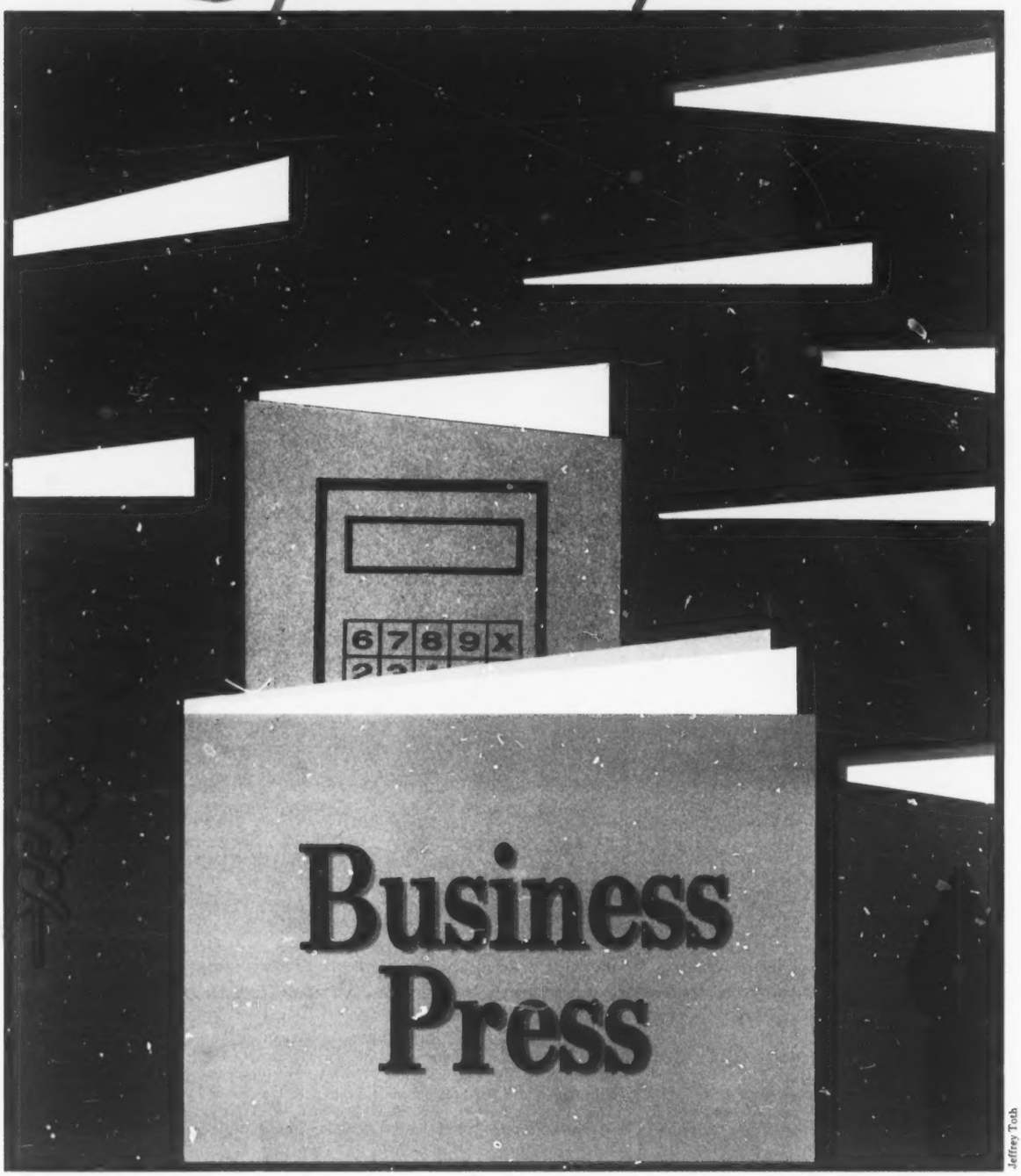
Special Report



Jeffrey Toth

Responding to needs in a specialized way

By John Maes

The business press "caters to leaders of business, commerce and professions. It demands a special breed of editors. They have to be curious about what makes this society tick, and back this curiosity up with facts and hard research." This is how Edgar Grunwald, former *Business Week* managing editor and longtime adviser to business and consumer publications, described this segment of the publishing world at the American Business Press winter conference in New York last month.

The old term "trade press" is fast becoming anathema to an industry made up of an estimated 2,700 nonconsumer magazines. Another term used to characterize this portion of the news media these days is "healthy" because it's gaining ground on all fronts—more readers, more advertisers and more money in the bank.

"The business press, or specialized press, is the healthiest segment of journalism . . ."

—Benjamin Baldwin

"The business press, or specialized press, is clearly the healthiest segment in all of journalism today," says Benjamin Baldwin, a professor of journalism at Northwestern University's Medill School of Journalism, Evanston, Ill., and a specialist in the business press.

Financially, business magazines had a slack year in 1983 because of the recession, but they managed to weather the storm, reports the American Business Press, a trade association for specialized magazines. Ad pages dropped 2%, from an estimated 1.74 million to 1.71 million between 1982 and 1983.

(Continued on Page M-16)

John Maes is a general assignment free lance writer.

Bridging the 'society book' image

By Catherine Warren

Long before the space shuttle, the silicon chip and the laser captured the technological spotlight, the Pyramids, Britain's Parliament and the Brooklyn Bridge stood as brilliant examples of man's engineering feats. Those who constructed civilization's first buildings, roads, bridges and dams were civil engineers and, as such, were the first practicing engineers.

> **"We wanted to emphasize the excitement of the new civil engineering field, particularly in the area of high technology."**
>
> —*David Dresnia*

The American Society of Civil Engineers, founded in 1852, speaks to about 90,000 of today's civil engineers in its monthly magazine, *Civil Engineering*.

The magazine, located in an austere building near the United Nations in New York, is described by its publisher, David Dresia, as "a business-to-business type of publication designed to be of use to the practicing engineer."

The practicing engineer's ranks include structural, geotechnical, environmental and civil infrastructure design engineers who work on the construction of commercial, industrial, institutional and public works projects.

Because civil engineers hold the final purchase approval of products, equipment and materials, the impact of their decisions is felt in the $100 billion engineered construction market. *Civil Engineering's* March issue contained ads for steel columns and beams from Bethlehem Steel Corp., bridge pavement materials from Armco and geotextiles from Hoechst-Roussel Pharmaceuticals, Du Pont and Amoco Oil Co.

The biggest challenge for *Civil Engineering*, according to its staff, is to overcome the second-class citizen image associated with "society books."

Civil Engineering's affiliation with the ASCE puts it in the society publication category. An industrywide stereotype looks upon a society's publication as less competitive than commercial publishing ventures. After all, such a magazine is part of a nonprofit organization, its readership is assured through its membership and its costs often are paid partially by members' dues. In addition, many magazines are criticized editorially for merely serving as a house organ, publishing members' research papers and announcing meetings.

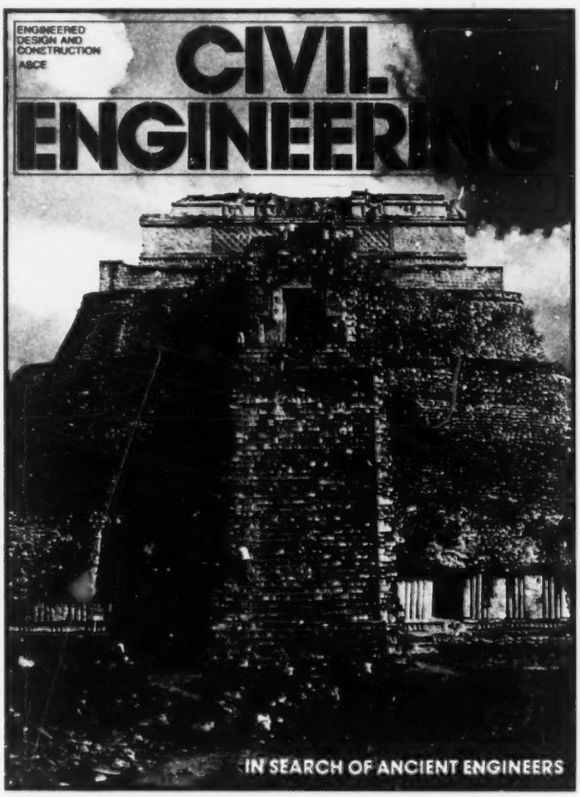
"The word on many society books is that they are poor, but *Civil Engineering* is an exception to the society book image," says Gene Cronin, Bethlehem Steel's media-administrative director. His company advertises eight times a year with mostly color spreads at a cost of $6,000 each because Bethlehem wants to reach civil engineers, not contractors.

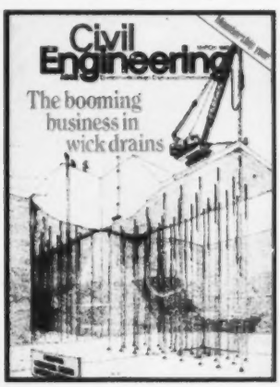
To put a respectable distance between *Civil Engineering* and other less highly regarded society publications, Mr. Dresia attests that 90% of *Civil Engineering's* costs are paid for by advertising sales. Also, to free *Civil Engineering* from the duties of a house organ, 15 scholarly research journals are published each year by the ASCE to house members' papers, and a monthly newspaper reports on the association's news, he adds.

In January, 1983, *Civil Engineering* underwent a complete face lift—its first in more than 10 years. "We felt the magazine looked stodgy, and we wanted to emphasize the excitement of the new civil engineering field, particularly in the area of high technology," Mr. Dresia explains.

Indeed, this "stodgy" image appears to be one that has clung to the civil engineering field as a whole. "Civil engineering is not the glamor stuff," says K.A. Godfrey Jr., the magazine's editor, who holds a degree in civil engineering as well as journalism. Mr. Dresia candidly states that civil engineering's technology has not been evolving as rapidly as it has in other engineering disciplines, a fact that has contributed to the decline in college enrollment in civil engineering programs.

But, he points out, ASCE's membership continues to increase each year. He also sees the technology gap narrowing: "Like everything else, civil engineering is becoming more high-tech oriented."





Civil Engineering's *new cover (above) was created to remove its "stodgy" image, as shown in the cover at right.*

Catherine Warren is a general assignment free lance writer.

Specialized

(Continued from Page M-15)

Ad revenues, which totaled $2.5 billion in 1983, were down 6% from the year earlier.

But with the economy now resurgent, ABP president Thomas H. King predicts a "banner year" for 1984. He forecasts that ad pages will rise 4%, to 1.78 million, and ad revenues will jump 12%, to $2.8 billion. Meanwhile, mergers and acquisitions by big companies will continue to strengthen publications that might otherwise founder under smaller publishers, he says.

There are several reasons for the business press' rise to prominence, observers say. First, the entire nature of the U.S. work force is changing. It's becoming more professional, with people entering more sophisticated, higher technology areas requiring them to have more specialized information.

"There's more of a need for specific magazines," says Robert Earley, a group publisher for Harcourt Brace Jovanovich Publications and past president of the American Society of Business Press Editors. "That's why the business press continues to grow. The popular media just can't provide various professions with the type of information they need to do their jobs."

The computer industry probably provides the best example, he says. Mr. Earley's company has just started *Peanut*, a magazine especially designed for operators of the IBM PC jr.

Says Mr. King of ABP: "There have got to be some 220 magazines related to the computer field on the market today, whereas three years ago, there were only about a dozen."

However, it is not information demand alone that has drawn more readers to specialized magazines. Editorial quality and competition among publications has increased dramatically during the past several years.

Business press editors no longer can slap together a magazine from a few black-and-white photographs and columns of press releases hawking new products and services and expect success. Specialized magazines today must show journalistic enterprise in writing, editing, design and graphics, says Mr. Baldwin. "The day is gone when you can publish a few drab display ads and glue them together with just a few articles and expect people to read it—the competition is too keen."

That's why more college trained professionals are being hired as editors and writers by business publications, he says.

In addition, journalism graduates, realizing that only limited job opportunities exist in the general news media, are turning to the specialized press for careers, but only slowly. "Most journalism students still want to go to work for '60 Minutes,' the *New York Times*, the *Washington Post*, *Newsweek* or *Time*, and the business press still gets neglected. There's a long way to go," Mr. King says.

An effort to attract more prospective employes from journalism schools is under way. A business press fellowship, the first of

Fastest growing business magazines by ad pages

Over-all (All divisions)	Ad pages	% change '81/'82
1. Annals of Internal Med.	1,676	52.9
2. Drug Therapy	1,639	49.9
3. Hospital Practice	1,823	41.4
4. Medical World News	1,794	41.0
5. Emergency Medicine	2,904	32.3
6. Postgraduate Medicine	1,842	31.9
7. Journal of Accountancy	837	28.8
8. Computer Systems News	1,636	27.7
9. Mini-Micro Systems	2,277	27.3
10. Information Systems News	834	26.7

All figures are *Folio* estimates for the calendar year 1982

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Fastest growing business magazines by ad revenue

Over-all (All divisions)	($000)	% change '81/'82
1. Annals of Internal Med.	3,643	69.3
2. Computer Systems News	6,000	57.9
3. Medical World News	5,866	55.5
4. Hospital Practice	6,739	53.8
5. Data Communications	3,180	52.0
6. Mini-Micro Systems	9,800	45.2
7. Information Systems News	4,100	41.4
8. Journal of Accountancy	2,736	41.4
9. JAMA	12,289	39.7
10. Consultant	7,076	34.1

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The magazine's new format was designed to reflect the field's more modern image. Consultant Steve Phillips, the designer of *Discover, Folio* and *Ms.* magazines, gave the magazine a more open, visually appealing format in its layouts and in its increased use of photos and original art. The cover's logo also was made larger and its color varied from issue to issue.

A new column, "Forum," serves as a guest editorial page, reflecting the more issue-oriented concerns that the rest of the editorial pages have taken. As an example, two recent issues dealt with the question of who was responsible—the civil engineer or the steel structure company—for poorly designed connections between steel beams and columns that caused the collapse of the lobby in Kansas City's Hyatt Regency Hotel and the Mianus River bridge in Connecticut. Largely as a result of these articles, a joint committee was formed by the ASCE and the American Institute of Steel Construction to resolve the responsibility issue.

Although there are more staff-written articles than in past years, members continue to contribute the majority of *Civil Engineering's* editorial content. No more than three of the 10 to 12 monthly features are written by the magazine's staff, Mr. Godfrey notes. Staff-produced articles generally are much broader than those from members.

"I think we would weaken the magazine if we went too far from the members writing on their areas of expertise. It's our guts," he says. He does, however, believe that *Civil Engineering's* staff-and-member writing mix has given the publication a "hybrid" personality. "The standards of excellence are fuzzier; we often feel like we stand alone," he says.

The most compelling issue of the 1980s, Mr. Godfrey says, is the country's aged and decaying infrastructure. The urgent need to replace highways, bridges, sewerage systems and other public works has overtaken the environmental issues of the 1970s.

This September's *Civil Engineering* issue, like that of last September, will address the problem of the rehabilitation and reconstruction of America. Last year's best-read article was concerned with the financing of public works projects and a counterpart is planned for this year's issue.

Indeed, a lot of money is needed in the next decade to repair and rebuild. In the transportation area alone, U.S. airports will need $4.2 billion a year and railroads between $8 billion and $9 billion a year. Mass transit could require $4 billion a year, and highways could need at least $27 billion annually, writes James Brian Quinn, a noted professor of management at the Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H., in the March issue of *Civil Engineering*.

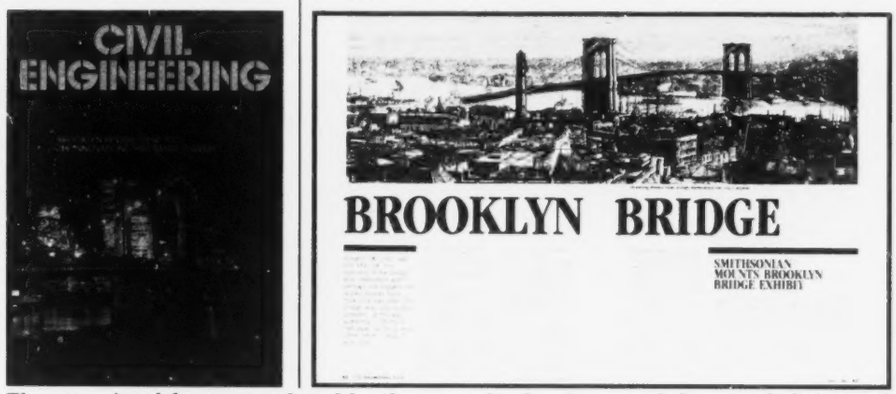
"The modern world may sink giggling into the sea, playing with its electronic toys. But history has shown that the dreams of humankind are ultimately written in its permanent civil structures," he stresses.

About 50% of *Civil Engineering's* readers are consulting engineers working on public and private industry projects. The majority of these professionals run and operate their own business, according to Scott Armstrong, advertising sales manager. Another 15% to 20% are public works engineers. The rest are contractors, utility companies, members of private industry, academics and suppliers of construction material and equipment.

Because the publication pursues business-to-business advertising, its readers are identified to potential advertisers by where they work, what their involvement is in the marketplace, what they specify and what they purchase, Mr. Armstrong says. *Civil Engineering* considers its closest competition McGraw-Hill's *Engineering News Record*, a weekly news magazine, and Technical Publishing's *Consulting Engineer*, a monthly magazine. Mr. Cronin of Bethlehem Steel buys *Engineering News Record* as part of his two-publication buy (*Civil Engineering* is the other) to reach the civil engineer.

"*Engineering News Record* is the prime book. It's the bible in the field of construction engineering," Mr. Cronin says. *Consulting Engineer*, although praised as a good publication by Mr. Cronin, is not used for his company's advertising because "it covers other disciplines in the consulting engineer field as well as civil engineering."

The concern with the nation's infrastructure and the resultant rebuilding may help the troubled steel industry, which saw a sharp decline in sales in the past two years, according to Mr. Armstrong. In his analysis, "The steel business is still soft and will never be where it once was." Mr. Cronin says it's up to the government to impose steel import quotas if the industry is to survive.



The new visual format employed by the magazine has increased the use of photos and artwork, such as in this cover and spread about the Brooklyn Bridge.

In addition to pursuing more of its traditional advertising, *Civil Engineering* plans to become more aggressive in its pursuit of high-tech advertising. "The computer age has hit the civil engineer," Mr. Dresia says. The March issue displayed ads from Texas Instruments, Hewlett-Packard, Software Arts, Computer Vision and Celestial Software.

As part of a vertical buy in eight to 10 varied engineering publications, Hewlett-Packard advertises 12 times a year in *Civil Engineering*, says Jack Peters, advertising program manager of Hewlett-Packard Business Development. "It's a logical outgrowth for us; we're interested in providing complete tools from distance measuring equipment to portable computers for civil engineers."

Civil Engineering is working on a buyer's guide, which will appear for the first time in its December issue. The guide will cross reference manufacturers with their product listings and include a section for brochure and catalog inserts. In a few years, the buyer's guide will be a 13th issue, Mr. Dresia says.

The magazine also is talking to other engineering societies to see if their publications are interested in putting together a network through which consumer advertising may be pursued in the future.

In the next month or so, the magazine will mail a marketing research questionnaire to a selected readership from nine or 10 other engineering publications. "It will help us determine where our niche in the marketplace will be," Mr. Dresia says.

The total circulation of the network would be about 750,000, he says. Consumer and corporate advertising will be pursued, but cigaret and alcohol ads will not be accepted.

its kind, has been set up this year by Geyer-McAllister Publications, New York. The fellowship will enable a visiting professor to guest lecture at Northwestern University on job opportunities for students in the business press area.

Mergers and acquisitions have further strengthened the specialized press. Of particular interest is the entry of foreign players such as United Newspapers, a British company that recently acquired Gralla Publications, publisher of 14 titles, for $45 million.

"Almost everyone in this business will tell you that he's looking to acquire a magazine," Mr. King of the ABP says. "There's a lot of activity in the merger area with a lot of well-funded companies that are merger-minded. We're going to see a lot more of this."

He says he believes that the recent acquisition by Harcourt Brace Jovanovich of three plastics industry publications owned by Industry Media of Denver probably will improve those publications. "Harcourt Brace will be able to bring greater money and people resources to those magazines."

Cleveland-based Harcourt Brace claims to have turned the fortunes of a number of flagging magazines it has acquired from small operations. For instance, *Beverage Industry*, bought in 1982 with only 658 ad pages, rose to 780 ad pages last year, a company spokesperson says. Another, *Food & Drug Packaging*, was acquired and rose from 556 ad pages in 1982 to 758 last year. In 1982, Harcourt Brace bought *DVM/The Newsmagazine of Veterinary Medicine* and since has raised its circulation from 30,652 in 1982 to 33,083 last year.

"These magazines were given all the amenities a larger company could provide: A bigger sales staff and a bigger and better circulation operation," the spokesperson says.

Computerized information services also could increase business press revenues when the systems are developed. Although most of them are in the experimental stages or offer little more than informational indexes, the potential exists for this type of "on-line development," says Ken Noble, a media analyst with Paine Webber Mitchell Hutchins, New York.

With such computer systems, subscribers could receive current information regarding their industry and read it on computer terminals without having to wait for each edition of the magazine.

"I don't mean to overplay this because it's largely experimental," Mr. Noble says. "But there's considerable belief in the potential for the on-line type service. In time, it could grow."

There's little doubt that the business press is constantly reshaping and redefining itself, not only in terms of sophisticated services to its audience, but editorially as well.

Says Mr. King, "The editorial product has to get better. There is so much competition from all the other media. It's a constant struggle for share of mind."

Fastest growing business magazines by total revenue

Over-all (All divisions)	($000)	% change '81/'82
1. Medical World News	6,026	59.8
2. Computer Systems News	6,000	57.9
3. Data Communications	3,908	56.1
4. Hospital Practice	6,739	53.8
5. Science	14,451	49.9
6. Annals of Internal Med.	6,863	44.5
7. Information Systems News	4,100	41.4
8. New England Journal of Medicine	19,237	39.8
9. JAMA	13,332	35.5
10. Consultant	7,076	34.1

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Fastest growing business magazines by circulation

Over-all (All divisions)	Average Circ.	% change '81/'82
1. Architectural Record	74,853	335.9
2. Hoard's Dairyman	202,106	175.1
3. Computer Design	85,943	25.7
4. Medical Economics	182,693	14.2
5. Postgraduate Medicine	137,514	12.9
6. ABA Journal	350,000	12.7
7. Modern Salon	125,658	12.5
8. RN Magazine	374,830	9.8
9. American Banker	20,389	9.1
10. Aviation Week & Space Technology	133,501	8.8

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Advertising Age

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$1.25 a copy; $52 a year — *The International Newspaper of Marketing* — *April 30, 1984*

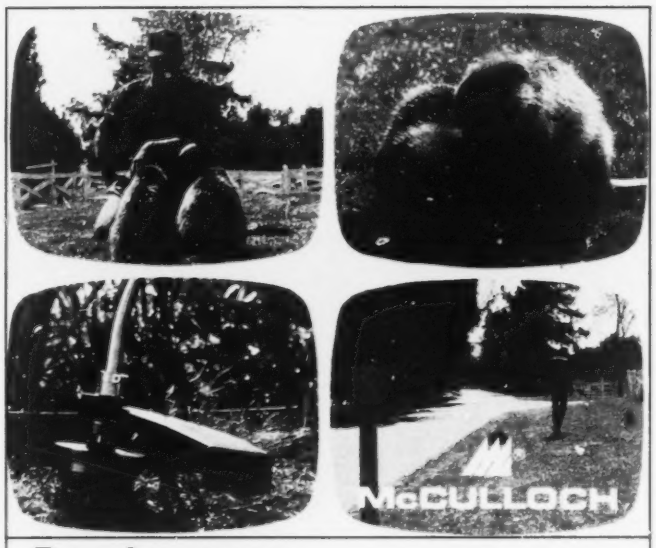
GF wins in coffee price suit

WASHINGTON—A unanimous Federal Trade Commission ruled Friday that coffee price wars in the 1970s were evidence of healthy competition, rather than predatory behavior by General Foods Corp.

In a decision that leaves GF entirely in the clear, FTC chairman James C. Miller III wrote: "The principal effect of the heated rivalry between Folger and Maxwell House has been to reduce the prices consumers pay for coffee and promote product quality."

The case was triggered in 1976 after General Foods responded to Procter & Gamble's introduction of Folger's coffee in eastern markets with a spate of price reduc-

(Continued on Page 78)



Buzzing away

McCulloch Corp. returns to network tv to advertise its new line of lawn and power equipment. Ads feature Billy and Barney Beaver and a new spokesman, Mr. Mac. (*See story, Page 14.*)

BMW sues as auto ads tout performance

By RALPH GRAY

DETROIT—Legal briefs are waving like checkered flags here as auto marketers race into comparative advertising for their performance cars.

Case No. 1: BMW of North America has sued Ford Motor Co. over advertising claiming that the Ford Thunderbird Turbo Coupe "outhandled" the BMW 633CSi.

A sidelight to the case involves *Car & Driver*. The buff book ran the tests that, when advertised in a Ford corporate ad, prompted the suit, filed last week in U.S. district court in New York. The magazine is one of the prime chroniclers of performance and handling tests and receives much advertising on the subject.

Case No. 2: General Motors is asking the Federal Trade Commission to ease restrictions on GM car-handling ads so the auto maker can "get on even terms with our competition."

That these cases have become issues in the auto industry illustrates the rise of the newly compet-

(Continued on Page 82)

Baseball shuts out McDonald's logos

By ROBERT RAISSMAN

NEW YORK—The presidents of baseball's American and National Leagues have ordered players to stop wearing wristbands carrying the McDonald's Golden Arches logo.

The order, sent to all baseball team administrators, cited a Major League Baseball rule that reads, in part, "No part of the uniform shall include patches or designs relating to commercial advertisements."

Donald Fehr, acting executive director of the Major League Baseball Players Assn., said he was looking into the situation to see whether players' rights have been violated by the presidents' directive.

Sources said each league president gave McDonald's permission to set up a program —which included the wristbands—in support of the company's Ronald McDonald House All-Star Team. McDonald's wants at least one player from each major league team to participate. The players' likenesses would be used to raise funds and the players could be involved in co-op programs. The players also would visit the houses, where parents can stay with children who are undergoing treatment at nearby hospitals.

The conflict over the use of the logos is being treated gingerly by the leagues. On one side, the leagues fear that the McDonald's logo could open the door for players to sell off other parts of their uniforms or equipment to other advertisers (AA, April 26). To deny players that right could put the league in the position of preventing players from earning their full potential livelihood.

Other potential problems also abound. For example, a player might wear sweatbands from a beer company whose chief competitor is the exclusive tv sponsor of the team's games.

Paul Schrage, McDonald's exec vp-chief marketing officer, told ADVERTISING AGE the company had been "concerned" the wristbands might be viewed as commercialization, "and that's why we took the idea first to the commissioner's office and then to the Major League [Baseball] Players Assn."

But Chuck Adams, a spokesman for the office of baseball commissioner Bowie Kuhn, said the wristbands never were sent to the commissioner's office for final approval. Instead, McDonald's sent the bands directly to the players.

It was a player who initiated the tie between McDonald's and Major League Baseball. Steve LeRoy, a McDonald's spokesman, said San Diego Padre first baseman Steve Garvey met with the presidents of both leagues to have the wristbands approved. Mr. Garvey, who also heads the San Diego-based Garvey Marketing Group, brought the idea of involving players in Ronald McDonald House to McDonald's in January.

The Padres are owned by the survivors of

(Continued on Page 80)

New strategy uses 'pop' celebrities

Diet Coke broadens its reach

By STEWART ALTER

Coca-Cola USA, Atlanta, is launching new tv commercials for Diet Coke that represent an increasingly aggressive strategy for the brand. With more advertising dollars behind it than had been planned for this year, the brand will be positioned more fully as a mainstream soft drink.

The revised strategy, developed within the last month, is the result of Diet Coke's having overtaken 7UP as America's third-largest soft drink. Within this time, 11 new commercials have been shot, some of which will begin appearing this week or next. The $30 million budget for the brand has been revised upward, some say by more than 50%. And Diet Coke advertising will be appearing for the first time in print, outdoor, movie theaters and cable tv, at least on MTV.

From the time it was introduced into New York in the summer of 1982, Diet Coke's positioning has been broader than that usually associated with diet drinks. Women aged 18 to 34 still were the primary target, but the "Just for the taste of it" theme and inclusion of men in the commercials were meant to bring in male drinkers as well. As the brand moved to $1 billion in sales in its first year, it attracted a broad spectrum of consumers. This broadening is being pursued further in the new spots.

For the most part, the new approach still includes the use of celebrities that has characterized the ads since the beginning. A new campaign was launched about a month ago with a broader range of mostly younger celebrities than before, but the new spots extend that further and in different directions than had been originally planned. But "Just for the fun of it" remains the theme line.

PepsiCo sends Michael Jackson to school. See Page 82.

"We want to be at the leading edge of celebrities, a kind of *People* magazine of the air," explained Malcolm MacDougall, president and director of creative services of SSC&B:Lintas USA, Diet Coke's agency.

One new commercial includes singer Kim Carnes and "Weird Al" Yankovic, whose "Eat It" videotape parody of Michael Jackson's "Beat It" has been very hot. Pepsi-Cola, of course, recently signed Michael Jackson for commercials.

Older and more traditional celebrities are included as well as more far-out ones; famed pilot Chuck Yeager appears in a commercial that also includes Christie Brinkley, while actor James Coco appears in the Kim Carnes and "Weird Al" spot. Said agency chairman Kenneth Robbins, "We are now saying that this is a drink for anyone who wants to choose a soft drink."

Mr. MacDougall, who envisions the current 6% share of market rising soon to 10%, said, "This shows how far we think Diet Coke can travel in different segments of the population. In other words, there are no segments."#

last minute news

Kodak breaking Trimprint instant line effort

ROCHESTER, N.Y.—Eastman Kodak Co. tonight will break a multimedia campaign for its instant camera and film line, recently renamed Trimprint. Themed " 'The other camera' like no other camera," the campaign stresses Kodak's Trimprint film system that allows pictures to be removed from their backing. Tv spots and ads in general interest, women's and children's magazines support. Budget is undisclosed; last year Kodak reportedly spent $4 million to $5 million in measured media on its instant system. Young & Rubicam handles.

Nantucket snares Namath for underwear line

NEW YORK—Nantucket Industries has signed Joe Namath for a line of Namath men's underwear to be marketed in department stores. Terms of the contract call for a six-figure guarantee. Agency not disclosed.

A-B kicks off Bud Light flight during derby

ST. LOUIS—Anheuser-Busch breaks the first of its two Bud Light spots tied to its Summer Olympics sponsorship during Saturday's telecast of the Kentucky Derby. The spot, which shows two farmers who stop work to watch a runner carrying the Olympic torch, carries the theme "Discovering the best in all of us." A second spot breaks in July during the telecast of the games. NH&S/USA, Chicago, is the agency.

'SI' Olympic program generates $6.4 million in ads

NEW YORK—*Sports Illustrated* has closed its *Official Olympic Souvenir Program* with 330 total pages, of which 167 are ad pages, yielding $6.4 million in revenue. The program goes on sale around July 1 at $7.95 with a guaranteed circulation of 1 million.

(Continued on Page 8)

CBS plans 'Honor' fight

By DIANE MERMIGAS

CBS will continue to challenge the credibility of "A Matter of Honor," a new book criticizing a 1982 network documentary on Vietnam, by following author Don Kowet on every step of a cross-country promotion tour next month.

The network has designated George Crile, the documentary's executive producer, to debate Mr. Kowet in print and broadcast interviews about the book, in what is being characterized as the second phase of CBS' massive defense campaign launched a week ago.

Macmillan Inc., in the meantime, plans a $45,000 promotional blitz of the new book, which will be ushered in on its formal publication date May 18 with a new advertising campaign.

The New York publishing company, which in a press release last week reaffirmed its support of the book, could not say how many of the initial 50,000 copies printed of "A Matter of Honor" have been sold. The book purports to tell "the full inside story," including "the motives and techniques" that went into the show's production.

CBS began what Macmillan calls an "unprece-

(Continued on Page 78)

BK fires off $40 million ad salvo

By SCOTT HUME

Burger King is mounting a fresh attack in its Battle of the Burgers and is adding an old foe.

The latest salvo begins today when the No. 2 burger chain breaks new comparative tv spots. The emphasis again is on "broiling vs. frying," the issue that first ignited the battle in September, 1982. This time, the campaign also will name Wendy's, as well as McDonald's, a Burger King spokesman said.

Burger King has committed $40 million to the new campaign over the next few months, an amount roughly half its total spending on network and spot tv during all of 1983. J. Walter Thompson USA, New York, is Burger King's agency.

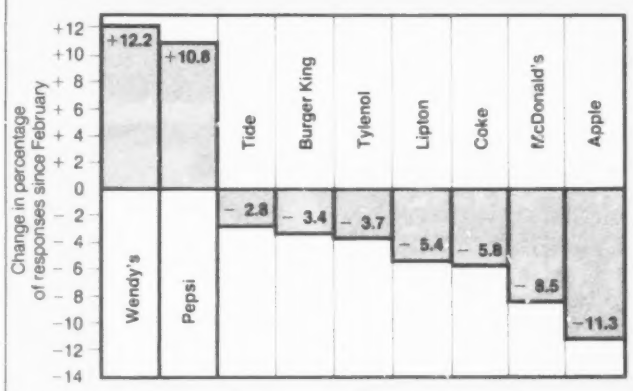
Under an out-of-court agreement after the original "broiling vs. frying" campaign, Burger King had avoided naming Wendy's in subsequent comparative campaigns. But Wendy's sales success from its "Where's the beef?" spots apparently has persuaded Burger King to take on the No. 3 chain again.

Meanwhile, the company confirms it is testing a 1/3-

(Continued on Page 80)

March winners and losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.8 points is considered statistically significant. *Source: SRI Research Center Inc., Lincoln, Neb.*



Jackson good, but Clara stands out

By SCOTT HUME

Pity Michael Jackson.

He has gold records, an armful of Grammy awards, legions of frantic fans. His Pepsi-Cola tv commercials are so popular the soft-drink company has taken to running notices in newspapers' daily tv sections telling people when the spots can be seen (AA, April 23).

So why pity Michael Jackson?

adWatch

Because if you ask the average consumer to name the first advertisement that comes to mind, Michael still is overshadowed by Clara Peller. And she doesn't dance nearly as well as Michael.

The race for consumer awareness these two unlikely competitors have been running since February isn't even close anymore. Michael's been moving pretty fast, but Clara's way out in front.

Who would have guessed she'd set a new track record?

Of a random sample of 1,251 adults surveyed last month, 254, or 20.3%, named Wendy's "Where's the beef?" spots as the first advertising to come to mind from among all they'd heard, seen or

(Continued on Page 66)

Hoge rolls up his sleeves

By WILLIAM GLOEDE

James Hoge, sans sportcoat, sleeves hiked to his elbows, stuffs his cigar into an ashtray on his desk and prepares to feast on a sandwich and soda brought in from the *Daily News* cafeteria. He mumbles facetiously about how the cigar piques one's appetite, then begins questioning the interviewer on the arcane subject of printing press conversions.

A former reporter, bureau chief, editor and publisher for Chicago's *Sun-Times*, Mr. Hoge, 48, has come home to New York to run the *Daily News*.

Through "mutual explorations" that "seemed to make more and more sense to both sides" as they progressed, the Tribune Co., Chicago, tapped Mr. Hoge to breathe new life into its New York City tabloid (AA, March 19).

Mr. Hoge, a journalist who has climbed the ladder to newspaper executive, admits that of all the positions he has held in the newspaper business, his favorite was that of city editor at the *Sun-Times*. "Pound for pound, it may be the best job in this business," he said.

Interviewed during his second day on the job as publisher, Mr. Hoge made it plain that he has yet to develop an actionable battle plan for the *News*.

"I came here with fresh eyes and an open mind," he said. "I don't have a fixed plan in my head."

He faces more than a few problems as he settles into his new post. The paper recently has had some difficulty prodding two of its premiere columnists, Jimmy Breslin and Earl Caldwell, to write. Thanks largely to the absence of Earl Caldwell's column since April 4, the *News* building recently was picketed by a public interest group called "Committee for a Free Press." The group alleges that Mr. Caldwell's column was spiked at the behest of New York Mayor Ed Koch over the columnist's support

(Continued on Page 79)

highlights

Monday, April 30, 1984

The networks are enamored enough of the MTV: Music Television concept to have ordered MTV-inspired projects for both prime time and Saturday mornings. *See Page 10.*

The American Council on Science & Health is billing U.S. tobacco marketers for $930 billion, an amount the group claims smoking has cost American society in the last 100 years. *See Page 12.*

Viewpoint: Forum: Tracy-Locke/BBDO president Howard Davis examines the pros and cons of agency mergers. *See Page 20.*

It took only a week to make the *St. Louis Globe-Democrat* a profitable operation, according to publisher Jeffrey M. Gluck. *See Page 40.*

CORPORATE CLOSEUP

Cincinnati will be the site for Project BEST (Beat Every Sales Tactic), an ambitious and unusual test-marketing program unveiled by Wendy's International president Ronald Fay at the company's shareholders meeting last week. Wendy's will introduce, in the Cincinnati market, all the changes in concept the chain envisions making nationally over the next few years. *See Page 4.*

INTERNATIONAL

The National Assn. of Commercial Broadcasters in Japan has appointed Dentsu, the world's largest advertising agency, as sole media buyer for commercial airtime on tv coverage of the 1984 Summer Olympic Games in Los Angeles. *See Page 44.*

Canada Post is conducting an experiment with Consumers Distributing, a discount catalog operation, to see if Canada's 8,000-plus post offices can be used as mail-order catalog outlets. *See Page 44.*

Saatchi & Saatchi Co.'s U.S. stock is outperforming its U.S. rivals'. *See Page 49.*

VIDEOTECH

Disney Channel, which just celebrated its first birthday, is entering a critical growth period. As of March 31, the Channel claimed 916,000 subscribers, more than 1 million paying customers away from the magical 2 million subscribers said to be needed for profitability. *See Page 50.*

Attendees and exhibitors departed Videotex '84 in Chicago this month with guarded optimism. Both left aware that it will take more time and money to get these new services and software into the marketplace and to turn consumer apathy into enthusiasm. *See Page 56.*

Cover illustration by John Zielinski.

COMING THURSDAY IN Magazine

Media's mystery whiz kid Jeffrey Gluck, has amazed the publishing world with his acquisitions of failing publications, including the recent purchase of the *St. Louis Globe-Democrat*.

Grocery Marketing: The timing has to be right for new grocery products to be successful. They have to be slightly ahead of their time in targeting a trend, whether it be an increase in health-conscious consumers or a desire for convenience foods. *In special report.*

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COFFEE MARKET SHARES 14

$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

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USFL lets clock run on tv pact

By ROBERT RAISSMAN

NEW YORK—The United States Football League is still debating whether to accept ABC-TV's $15 million offer for broadcast rights to the league's 1985 games.

Negotiations over rates and terms of the contract have been going on since January and progress continues, said Jim Byrne, a USFL spokesman. "We are still attempting to arrive at an equitable settlement," he said.

The negotiations between ABC and the USFL have been intense and conducted almost daily, sources said.

The USFL, in refusing to immediately accept ABC's renewal offer, may be trying to prolong the negotiations until the end of the season when the tv audience ratings will be in, sources said. If the games garner higher ratings than last year's, the USFL could in turn ask for more money. And if the ratings lag, the league could still accept ABC's offer.

The deadline for completing the deal is also part of the negotiations, Mr. Byrne said.

Meanwhile, a group of USFL team owners in recent weeks has been pushing for the league to

(Continued on Page 78)